

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF NEW YORK**

In re:)	
)	Chapter 11
dELiA*s, INC., <i>et al.</i> ,)	
)	Case No. 14-23678 (RDD)
Debtors. ¹)	
)	Jointly Administered

AFFIDAVIT OF SERVICE

I, Richard M. Allen, depose and say that I am employed by Prime Clerk LLC (“*Prime Clerk*”), the claims and noticing agent for the Debtors in the above-captioned chapter 11 cases.

On February 19, 2015, at my direction and under my supervision, employees of Prime Clerk caused the following documents to be served in the manners set forth on the service list attached hereto as **Exhibit A**:

- Debtors’ Motion for Entry of an Order (I) Approving Bidding Procedures and Bid Protections in connection with the Sale of Visa/Mastercard Claim, (II) Approving the Form and Manner of Notice, and (III) Scheduling an Auction and a Sale Hearing [Docket No. 256]
- Debtors’ Motion Shortening Notice Period and Scheduling a Hearing with respect to Debtors’ Motion for Entry of an Order (I) Approving Bidding Procedures and Bid Protections in connection with the Sale of Visa/Mastercard Claim, (II) Approving the Form and Manner of Notice, and (III) Scheduling an Auction and a Sale Hearing [Docket No. 257]
- Notice of Hearing on February 24, 2015 [Docket No. 258]
- Declaration of David Peress in Support of the Sale of the Debtors’ Intellectual Property and Certain Related Assets Including the Debtors’ Interests in Delia’s Brand, LLC [Docket No. 260]
- Notice of Withdrawal of Docket No. 252 [Docket No. 261]

¹ The Debtors in these Chapter 11 cases, together with the last four digits of each Debtor’s federal tax identification number, are as follows: dELiA*s, Inc. (7172); dELiA*s Distribution Company (9076); A Merchandise, LLC (7639); dELiA*s Operating Company (3765); dELiA*s Retail Company (0036); dELiA*s Group Inc. (4035); AMG Direct, LLC (9236); dELiA*s Assets Corp. (3754); DACCS, Inc. (0225). The mailing address for the Debtors, solely for purposes of notices and communications, is: 50 West 23rd Street, New York, NY 10010.

On February 19, 2015, at my direction and under my supervision, employees of Prime Clerk caused the following document to be served via email on Greenberg Traurig, P.A., Attn: Matt Hoffman, Esq. (hoffmanma@gtlaw.com).

- Declaration of David Peress in Support of the Sale of the Debtors' Intellectual Property and Certain Related Assets Including the Debtors' Interests in Delia's Brand, LLC [Docket No. 260]

Dated: February 20, 2015

Richard M. Allen

State of New York
County of New York

Subscribed and sworn to (or affirmed) before me on February 20, 2015, by Richard M. Allen, proved to me on the basis of satisfactory evidence to be the person who appeared before me.

Signature:

ADAM ADLER
NOTARY PUBLIC-STATE OF NEW YORK
No. 02AD6306134
Qualified in Nassau County
My Commission Expires June 16, 2018

Exhibit A

Exhibit A
Core/2002 Service List

DESCRIPTION	NAME	NOTICE NAME	ADDRESS 1	ADDRESS 2	CITY	STATE	ZIP	EMAIL	METHOD
NEW YORK ATTORNEY GENERAL	Attention Bankruptcy Dept	The Capitol			Albany	NY	12224-0341		FIRST CLASS MAIL
COUNSEL TO BAKER & HOSTETLER LLP	BAKER & HOSTETLER LLP	ASHLEY M. McDOW	11601 WILSHIRE BLVD.	SUITE 1400	LOS ANGELES	CA	90025-0509	AMCDOW@BAKERLAW.COM	EMAIL
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CONSUMER PRIVACY OMBUDSMAN UNSECURED CREDITORS COMMITTEE MEMBER	BONNIE GLANTZ FATELL	CONSUMER PRIVACY OMBUDSMAN	BLANK ROME LLP	1201 N. MARKET STREET, SUITE 800	WILMINGTON	DE	19801	FATELL@BLANKROME.COM	EMAIL
CHAMBERS OF THE HONORABLE JUDGE ROBERT D. DRAIN	CELEBRITY PINK, DIV	2253 APPAREL, INC.	ATTN: DORON KADOSH	1708 GAGE ROAD	MONTEBELLO	CA	90640	DORON@CELEBRITYPINKUSA.COM	OVERNIGHT MAIL & EMAIL
SALUS CAPITAL PARTNERS, LLC	CHOATE HALL & STEWART, LLP	MENNILLO, RACHEL S. CONNORS, DALLAS N. CRUZ, ESQS.	TWO INTERNATIONAL PLACE		BOSTON	MA	02110-0000	SMENNILLO@CHOATE.COM; RCONNORS@CHOATE.COM;	EMAIL
SALUS CAPITAL PARTNERS, LLC	DICONZA TRAURIG KADISH, LLP	ATTN: MAURA I. RUSSELL, ESQ.	630 THIRD AVENUE - 7TH FLOOR		NEW YORK	NY	10017	MRUSSELL@DTKLAWGROUP.COM	EMAIL
UNSECURED CREDITORS COMMITTEE MEMBER	ECO TEXTILES GROUP INC	A/K/A ECOTEX	ATTN: RAPHAEL JAVAHERI	1035 SOUTH GRAND AVE	LOS ANGELES	CA	90015	RNJ@ECOTEX.COM	EMAIL
EXPERIAN MARKETING SERVICES, INC.	FRANKGECKER LLP	JOSPEH D. FRANK; REED HEILIGMAN	325 NORTH LASALLE ST, SUITE 625		CHICAGO	IL	60654	JFRANK@FGLLP.COM; RHEILIGMAN@FGLLP.COM	EMAIL
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COUNSEL FOR TARRANT COUNTY AND DALLAS COUNTY	LINEBARGER GOGGAN BLAIR & SAMPSON, LLP	ELIZABETH WELLER	2777 N STEMMONS FREEWAY	SUITE 1000	DALLAS	TX	75207	DALLAS.BANKRUPTCY@PUBLICANS.COM	EMAIL
CITY OF MCALLEN, SOUTH TEXAS COLLEGE, SOUTH TEXAS ISD	LINEBARGER GOGGAN BLAIR & SAMPSON, LLP	ATTN: DIANE W. SANDERS	PO BOX 17428		AUSTIN	TX	78760	AUSTIN.BANKRUPTCY@PUBLICANS.COM	EMAIL
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UNSECURED CREDITORS COMMITTEE MEMBER	MARKETLIVE		75 REMITTANCE DR DEPT 1372		CHICAGO	IL	60675-1372	INFO@MARKETLIVE.COM	EMAIL

Exhibit A
Core/2002 Service List

DESCRIPTION	NAME	NOTICE NAME	ADDRESS 1	ADDRESS 2	CITY	STATE	ZIP	EMAIL	METHOD
UNSECURED CREDITORS COMMITTEE MEMBER	MARKETLIVE	ATTN: CHRISTOPHER FERNANDES, ESQ.	617B SECOND ST		PETALUMA	CA	94952	CFERNANDES@MARKETLIVE.COM	EMAIL
TEXAS AND THE COUNTY OF WILLIAMSON, TEXAS	MCCREARY, VESELKA, BRAGG & ALLEN, P.C.	LEE GORDON	PO BOX 1269		ROUND ROCK	TX	78680		FIRST CLASS MAIL
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GENERAL ELECTRIC CAPITAL CORPORATION	MCGUIREWOODS LLP	BRIAN I. SWETT	77 WEST WACKER DRIVE		CHICAGO	IL	60601	BSWETT@MCGUIREWOODS.COM	EMAIL
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CO., LLC AS NOMINEE FOR 50 W. 23RD STREET LLC AND 50 W. 23RD STREET BLLC	ZEICHNER ELLMAN & KRAUSE LLP	MICHAEL S. DAVIS, ESQ. & PETER JANOVSKEY, ESQ.	1211 AVENUE OF THE AMERICAS		NEW YORK	NY	10036	MDAVIS@ZEKLAW.COM; PJANOVSKEY@ZEKLAW.COM	EMAIL